

OIP Express Mail : # ED 19 0056 330 US

PTO/SB/21 (04-04)

Approved for use through 07/31/2006. OMB 0651-0031  
U.S. Patent and Trademark Office, U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

**TRANSMITTAL  
FORM**

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

15

Application Number

09 / 877, 729

Filing Date

6/8/00 & 6/8/01

First Named Inventor

FRANZ A. Wakefield

Art Unit

2174

Examiner Name

Jordan S. Golinkoff

Attorney Docket Number

093174

**ENCLOSURES** (Check all that apply)

- ☐ Fee Transmittal Form
- ☐ Fee Attached
- ☐ Amendment/Reply
- ☐ After Final
- ☐ Affidavits/declaration(s)
- ☐ Extension of Time Request
- ☐ Express Abandonment Request
- ☐ Information Disclosure Statement
- ☐ Certified Copy of Priority Document(s)
- ☐ Response to Missing Parts/ Incomplete Application
- ☐ Response to Missing Parts under 37 CFR 1.52 or 1.53

- ☐ Drawing(s)
- ☐ Licensing-related Papers
- ☐ Petition
- ☐ Petition to Convert to a Provisional Application
- ☐ Power of Attorney, Revocation Change of Correspondence Address
- ☐ Terminal Disclaimer
- ☐ Request for Refund
- ☐ CD, Number of CD(s) \_\_\_\_\_

- ☐ After Allowance communication to Technology Center (TC)
- ☐ Appeal Communication to Board of Appeals and Interferences
- ☐ Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
- ☐ Proprietary Information
- ☐ Status Letter
- ☒ Other Enclosure(s) (please identify below):

Response to Non-Compliant Amendment.

Remarks

Specification & Claims (Response to Non-Compliant Amendment 37 CFR 1.121 (h))

**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

Firm or Individual name

COOLTVNETWORK.COM™, INC.

Signature

FRANZ A. Wakefield.

Date

6/20/04

**CERTIFICATE OF TRANSMISSION/MAILING**

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.

Sent Express Mail : ED 19 0056 330 US

Typed or printed name

FRANZ A. Wakefield.

Signature

Date

6/20/04.

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.



PATENT APPLICATION: **METHOD AND SYSTEM FOR CREATING, USING  
AND MODIFYING MULTIFUNCTIONAL WEBSITE  
HOT SPOTS**

PATENT NUMBER: **09/877,729**  
ART UNIT: **2174**

DOCKET NO: **083174**

**CERTIFICATE OF EXPRESS MAIL**

I HEREBY CERTIFY that the following correspondence: **TRANSMITTAL FORM  
CONSISTING OF 1 PAGE, AMMENDMENT A (SPECIFICATIONS, AND  
CLAIMS TO BE IN COMPLIANCE WITH 37 CFR 1.121 (H)) CONSISTING OF  
13 PAGES, CERTIFICATE OF EXPRESS MAIL CONSISTING OF 1 PAGE,  
AND RETURN POSTCARD FOR CONFIRMATION OF RECEIPT** is being  
deposited with the United States Postal Service as Express Mail  
No. **ED 190056330 US**, addressed to:

**MAIL STOP NON-FEE AMENDMENTS  
COMMISSIONER FOR PATENTS  
P.O. BOX 1450  
ALEXANDRIA, VA 22313-1450**

I hereby declare that all statements made herein are of my own knowledge and are true  
and that all statements made on information and belief are believed to be true; and further  
that these statements were made with the knowledge that willful false statements and the  
like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title  
18 of the United States Code.

**FRANZ A. WAKEFIELD**

DATE: 6/21/04

**COOLTVNETWORK.COM™, INC.  
17731 NORTH WEST 14<sup>TH</sup> COURT  
MIAMI, FLORIDA 33169  
VOICE: 305 + 624.3282  
FRANZWAKEFIELD@HOTMAIL.COM**

06-22-04

2174  
Jfw



**In The United States Patent and Trademark Office**

Appn. Serial Number: 09/877,729

Appn. Filed: 2001 Jun. 8

Prov. Filed: 2000 Jun. 8

Prov. Serial Number: 60/210,300

Applicant: Franz A. Wakefield

Title: Method And System For Creating, Using And Modifying

Multifunctional Website Hotspots

Examiner/GAU: Jordan S. Golinkoff/2174

Miami, 2004 June 21 Mon.

**AMENDMENT A**

Mail Stop Non-Fee Amendments

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Sir:

In response to the Notice of Non-Compliant Amendment received on 2004 June 19, please  
amend the above application as follows:

**Specification:**

Page 4, first paragraph (which extends from page 3), replace with the following new paragraph:

---which is preferably displayed at the bottom area of the video being played. The location of the function expandable menu bar may vary. The function expandable menu bar comprises a plurality of different modes/functions including a shop mode ("clickvideoshop<sup>TM</sup>" a trademark of applicant applicants), a digital call mode ("cooldigicall<sup>TM</sup>" a trademark of applicant), a digital storage and retrieval mode ("digitallocker<sup>TM</sup>" a trademark of applicant), a bid mode, an interact mode ("cool-interaction<sup>TM</sup>" a trademark of applicant), a link mode, and an entertainment mode. A multifunctional hot spot can support one or more modes at any time. The shopping mode allows a user to fill a shopping cart with digital media files, the object or merchandise that was highlighted by the hot spot and other items for purchase. The digital call mode provides video conferencing and/or internet originated and operated telephone calls ("cooldigicalls<sup>TM</sup>" a trademark of applicant) (~~"e-calls<sup>TM</sup>"~~) between two or more software users. The digitallocker mode provides a storage area for saving and playing digital media files selected therefrom. The bid mode facilitates audio and/or video communication between multiple users/clients in a multicast communication interface for conducting an auction and/or receiving bids for obtaining products or product information. The interact mode facilitates interaction between users and live-streamed Internet programs. The link mode hyperlinks to related or targeted web pages and/or web sites in an auxiliary browser. The entertain mode accesses related or targeted web sites, information and/or digital media files. Clicking an

option in the menu bar determines the action to be taken when a user clicks on a multifunctional hot spot.

Page 4, second paragraph (which extends to page 5), replace with the following new paragraph:

---Hot spots support at least one of the modes provided by the function expandable menu bar and can support all modes if desired. The software of the instant invention provides for a virtually unlimited number of associations between digital media files, such as video and Internet accessible information. The menu bar is configured to expand for the support of additional relationships, actions and links. For example, during playback of a music video, a hot spot could load and make available in-depth product or performer information (Celebrity VideoTimeCapsules™) and (Celebrity VideoBiographies™) or, Now-&-Then Entertainment News (a trademark of applicant) related to something in the video, a bid submission form, or an additional media file. The function of hot spots may vary during the running of a digital media file based on time stamps or other parameters. The action of the hot spots could be determined by a length of time into a video, or beginning and ending time stamps within the video or software correlating to the video. A multifunctional hot spot is activated when a user moves the cursor into the designated area at a point in time within the time-stamped interval in which the hot spot is specified to be active for a certain activity. An active hot spot is one in which the perimeter of its area is visible, or the area has been illuminated. A multifunctional hot spot comprises a designated area within a digital media file, such as a video stream or wave file for accessing information or data residing on a particular website or database. The hot

spots may further include the beginning and ending time stamps specified in a data file, which may be loaded when a video is loaded and contain as many hot spot definitions as necessary. When a video reaches the end, a data file may specify whether or not the video should start at the beginning or some other designated location.

Page 6, second paragraph, replace with the following new paragraph:

---With reference to the drawings, Figs. 1A-C to 5 disclose the preferred embodiments of the instant invention ~~instant~~ which is generally referenced by numeric character 10 and/or as ClickVideoShop™ (a trademark of Applicant) system and/or software (“CVSSW”, a trademark of Applicant). The instant invention 10 comprises an interactive software based system and device having processor readable code 100 and/or 200, as shown in Figs. 1A-1C and 2A-2C, respectively, stored on a tangible medium that can add, use, change, adapt and process hot spots, such as hyperlinks and other known actions, in video files, audio files, digital files and/or designated areas of a website or webpage, so as to provide multifunctional hot spots. The instant invention 10 adds multifunctional hot spots to video and/or audio files or other types of digital files and provides a means for using and modifying the functions of the hot spots. Thus, the hot spots may be programmed with multiple objects and/or functions that may be activated or deactivated through a menu bar 93 having a plurality of modes and means for activating same, such as control buttons 94 that define the hot spot(s) with a predetermined function in response to successful user interaction with the buttons 94 in accordance with the invention. The software of the invention 100, 200, hot spots and corresponding objects or

applications are platform independent and may be defined in one or more databases. The hot spots may be programmed with hyperlinks, JAVA applications and/or other types of applications based code for performing various functions while a user is residing in a video file, audio file or other location within a webpage or website, such as making a bid in a bidding or auction system mode 91, linking to another web page or URL address in a link mode, linking to other videos or audio files in an entertainment mode, placing a digital telephone call in a digital call mode, or transmitting or accessing other types of communications, systems (e-mail, etc.) and information, as shown in Figs. 1A-3. The invention 10 embeds, links or makes available multifunctional hot spots that change modes automatically based on predetermined parameters or user interaction with the menu bar 93 in the video file, audio file or other type of digital file or location with the corresponding website or webpage.

Page 7 first paragraph (which extends to page 8), replace with the following new paragraph:

---The hot spot functions comprise a plurality of actions that are accessible on the function expandable menu bar. The function expandable menu bar comprises the plurality of different functions or modes. The clickvideoshop™ ~~clickvideoshop~~ mode is configured to perform various actions when activated. The shop mode allows a user to click a hot spot and add items to a shopping cart. The cooldigicall™ mode facilitates video conferencing and digital phone calls over a globally accessible network between two or more clickvideoshop™ software users. The digitallocker™ mode comprises a device and means for storing and retrieving audio media, video media or other designated data or files. The digitallocker™

modem mode may further facilitate the separation of audio and visual tracks as well as the storage of individual tracks independently. The bid mode facilitates audio and video communication between multiple clickvideoshop™ software users by initiating a clickvideobay™ (a trademark of Applicant application ) and clickvideohub™ (a trademark of applicant). The bid mode may provide a multi-cast communication interface by providing a shared white board, chat rooms, instant messaging, auctions for exchanging product and production information that is disseminated via video or text, e-mail notification of selected highlights and a view of the user's digitallocker™, with the ability to add audio and video from the multi-cast session. The interact mode facilitates interaction between the user and live-streamed internet programs. The user is able to communicate and/or interact with network designated queues by clicking on hot spots in a live audio and/or video streamed file being broadcasted over the internet. In the interactive mode, the user can also interact or communicate by using multi-task communication windows and the teleconference functions of the software, such as that provided by the digital call mode. In these modes, the user can activate a voice recognition function to activate certain software functions and initiate the multifunctional hot spots in the live streamed audio and/or video file. In the link mode, hot spots in the main audio and video file are initiated and open web pages, websites or other URL addresses in an adjacent browser or window or in a main playback browser/window. In the entertainment mode, the activation of hot spots causes the opening of related or targeted audio and video and/or video files related to the designated hot spot and an auxiliary browser/window. Examples of related video files may comprise Video Biographies™, Entertainment News™, Video Time Capsules™ and other entertaining audio and video files



(VideoBiographies™, Now-And-Then Entertainment News™, and Celebrity VideoTimeCapsules™ are trademarks of Applicant). Examples of related video files may comprise video biographies, video time capsules and other entertaining audio and video files (VideoBiographies and celebrity VideoTimeCapsules are trademarks of applicant).

Page 13 first paragraph, replace with the following new paragraph:

---Area 1 and Area 2 of Fig.3 are Multicast Windows that are controlled by the mode control bar. The windows only appear when the video is placed in a particular mode (i.e. bid, cooldigital™(a trademark of Applicant), clickvideoshop™(a trademark of Applicant), entertain, cool-interact™(a trademark of Applicant), digitallocker™(a trademark of Applicant), coolecall™( a trademark of Applicant), play, or link...etc.). Figs. 3-5 are illustrative views of representative and alternative screen displays in accordance with the instant invention. The shape of the Video Area, Multicast Windows, and general layout of the Entertainment Area are subject to design change. It should be understood that the invention is not limited to the disclosed embodiment, but on the contrary is intended to cover various modifications and equivalent arrangements included within the spirit and scope of the claims. The instant invention has been shown and described herein in what is considered to be the most practical and preferred embodiment. It is recognized, however, that departures may be made there from within the scope of the invention and that obvious structural and/or functional modifications will occur to a person skilled in the art.